Fashion For Heads

Wear your headset in style, with the Bluetrek TATTOO

Bluetrek offers you unique TATTOO designs to express your individual style!

Paris, 13th November, 2007- Bluetrek, the brand that is rapidly expanding in the wireless accessories sector, announces today the launch of its Bluetrek TATTOO headset as part of the company's Fashion for Heads range. The TATTOO is a technological jewel, that allows you to change your headset skins to suit your mood.

Personalise your style with Bluetrek's TATTOO
Devoted to Fashion, Devoted to you, Bluetrek TATTOO!

Your look changes from day to day and now your Bluetrek accessories can too. The Bluetrek **TATTOO** is more than just a headset, it is a symbol of style that completes your outfit. The headset offers you alternative ways to personalise your style, with eight different interchangeable skins, that are easy to put on and easy to peel off. Simply change the **TATTOO's** adhesive skins as the mood takes you.

Bluetrek TATTOO, the stylish headset that caters to your fashion needs.

The **TATTOO** combines spirited, stylish designs and colours suited to your tastes and moods.

The Bluetrek **TATTOO** can be worn with or without ear hooks and offers unrivalled comfort to those who wear glasses. Weighing just 10 gms (with ear hook), the Bluetrek **TATTOO** combines lightweight design with up to 4.5 hours talk time and up to 4 days standby time. Its dual colour LED display keeps you up to speed with its battery power.

Technical Specifications:
Talk time: up to 4.5 hours
Standby time: up to 4 days
Size: 41 mm (L) x 21mm (W)
Operation range: up to 10 meters
Bluetooth specification: V2.0 + EDR
3 Ergobud® included

Price and availability:
The Bluetrek Tattoo will be available in Nov 2007 in all major stores at a recommended retail price of US$39.99

For further information or product test requests, please contact press@bluetrek.com.

About Bluetrek - www.bluetrek.com

Bluetrek, creator of the « Fashion for Heads » range, has, since 2001, applied its technical and engineering Bluetooth expertise to design innovative and groundbreaking consumer products and brands, impacting the world of mobile accessories. Building on the phenomenal success of the G2 headset, which sold more than two million units, Bluetrek continually drives new collections of mono and stereo headsets as well as Bluetooth car kits, blending unique design with product performance.

Frequently recognised for its design concepts, Bluetrek recently won the Innovations 2007 Design and Engineering Awards at CES 2007 in Las Vegas for the X2 and ST1 headsets. The company's products are sold through mobile operators and leading retailers in more than 40 countries.

Bluetrek® is a brand of ModeLabs Group.

About ModeLabs Group - www.modelabs.com

ModeLabs Group, the creator of the "Mobile On Demand™" offer, is a customized design manufacturer (CDM) specialized in mobiles phones using new generation technology. The company designs, develops and markets mobile phone handsets, accessories and services in an integrated and flexible manner for mobile phone operators, retailers and mass market brands.

Thanks to the combination of its marketing expertise, its cutting-edge technological know-how and its flexible "fabless" organisation, ModeLabs Group is meeting the growing demand for Telecom market segmentation by giving mass market brands, operators/MVNO or distributors the opportunity to create their own range of mobile phones, accessories and services.

ModeLabs Group is listed on the Euronext Eurolist – Paris
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